

# **Wilsonville Tourism Promotion Committee**

## **MEETING MINUTES**

**Tuesday, Nov. 7, 2017 • 1 – 3 pm**

Willamette River Room, Wilsonville City Hall

**DRAFT**

### **1. Call to Order; Welcome & Introductions**

**Voting members attending:** Jeff Brown, Chair; Darren Harmon, Vice Chair; Al Levit; David Stead; and Emily Bryant Utz.

**Ex-officio members, staff, consultants and guests attending:** Danny Abrego; Lynnette Braillard; Jerry Greenfield; Kevin Ferrasci O'Malley; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; Brandon Roben; and Brian Stevenson.

Chair Brown welcomed Brandon Roben, Executive Director of the Evergreen Aviation and Space Museum in McMinnville and a Wilsonville resident considering joining the committee.

### **2. Committee Business and Updates**

**Approve Meeting Minutes of Prior Meeting:** Committee members reviewed the draft meeting minutes of Sept. 19, 2017. Darren Harmon moved and Emily Bryant Utz seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

**Recruitment for vacant positions on committee:** Mark Ottenad said that the committee has two vacant positions, position 2 with a term ending 6/30/2019 and position 7 with a term ending 6/30/2018.

**New executive director at World of Speed Motorsports Museum:** Emily Bryant Utz reported that Dave Pearson, Deputy Director of the Columbia River Maritime Museum in Astoria, had just started as executive director of World of Speed. Mark Ottenad asked if committee members were interested in hosting a welcoming reception; members declined, noting that doing so could set a precedent that could be time-consuming and costly over time.

### **3. Travel Oregon Regional Stakeholder Plans**

Mark Ottenad presented information on the Portland Metro and Willamette Valley Travel Oregon Regional Plans 2017-19. He reported attending the Willamette Valley Visitor Assn. (WVVA) regional plans meeting held the week prior.

Mark Ottenad noted that Travel Oregon regional designation for Wilsonville is an issue that arises periodically, in that Wilsonville's current designation is the North Willamette Valley, rather than Portland Metro. He noted that research showed that seeking redesignation requires agreement with all of the regional DMOs, which would be time-consuming effort. A basic question might be is if Wilsonville is better off being a bigger fish in a small pond, a smaller fish in a larger pond? Sylke Neal-Finnegan agreed that redesignation would be a major effort; she noted that Wilsonville receives Portland-area promotion via WCVA and CCTCA.

### **4. Tourism Promotion Draft Marketing Plan - Vertigo Marketing**

Lynnette Braillard and Trev Naranche, principals of City tourism development and operations coordinator consultant Vertigo Marketing, presented on specific details of the Draft Marketing Plan.

**Wilsonville Tourism Promotion Committee**

<b>Proposed Marketing Promotion Activities, 18 months, Jan. 1, 2018 – June 30, 2019</b>	<b>Budget</b>
Website Retainer Services (Hosting with CDN, Paid Plugins, Hack Alerts/Security, Maintenance, SSL certificate renewal, Content Creation/SEO work/SEO software/Campaign Landing Page, Design, Photos/Videos, Reporting, etc.)	\$ 19,000
Pocket Trips Visitor Guide — 25,000 pieces (Creative Services, Printing, Digital Version); Copywriting (website, pocket trips, ad creative, etc.)	24,000
PR Retainer Services (pitching, responding to requests, list building, monitoring, reporting, 4 releases with wire distribution, research/interviews)	10,000
Social Media Retainer Services (establish new channels @VisitWilsonville/Customize channels/Post 2x week/Strategic Social Media/Paid Social Media Ads with deep targeting and lead generation/reporting)	36,000
Website Redesign (custom development for plugins: enhanced event calendar, new directory listings), graphics/design enhancements to match the new brand)	15,000
Design Services (digital ad design & development, print ad design & copywriting)	10,000
Current Website Maintenance, Hosting, Adding Event Calendar Listings -- MediaPhysics (contract through June 30, 2018)	6,000
Professional Photo & Video Production Services (4 shoots, photo purchases, travel, models, scouting and creative direction) & (Pocket Trips)	15,000
Email Marketing (design/development/content creation + list management) FY18/19	3,000
Financial (Memberships (ODMO (annual contract), Subscriptions: STR (annual contract), Meltwater (annual contract)	14,360
Media Buys – design, production, ad-placement; tracking	40,050
• Travel Oregon	\$ 3,900
• Travel Portland	4,500
• Sunset (April Travel Planner Issue 2018)	2,250
• Portland Monthly (April 2018)	2,000
• AAA (May/June 2018)	3,900
• Northwest Travel (May/June 2018)	1,750
• Oregon Wine Press (July 2018)	1,750
• Portland Monthly (August 2018)	2,000
• Sunset (August Travel Planner Issue 2018)	2,250
• Paid Digital Media (Paid social, Google Adwords, Travel Portland digital, Travel Oregon digital, sponsored article content)	13,500
• Co-ops with regional partners	2,250
SUBTOTAL	\$ 40,050
Reserve/Contingency	7,500
<b>TOTAL</b>	<b>\$199,910</b>

In regards to the Pocket Trips Visitor Guide component of the plan, Mark Ottenad sought clarification if the budget amount included postage and mailing cost; Lynnette Brillard indicated

that the budget cost did not include fulfillment or postage fees. Committee members agreed that the marketing plan should include all anticipated costs, including postage and mailing costs of printed promotional collateral. She suggested that the budget could be modified to move \$5,000 from Financial to Pocket Trips Visitor Guide for mailing fulfillment and postage costs.

Lynnette Braillard noted a number of specific components of the draft plan:

- Under Website Redesign, she said that the marketing plan proposed the website purchase an online directory listing module or website function rather than link to Yelp reviews; she noted that the budget amount was inclusive of periodic directory updates.
- Professional Photo & Video Production Services includes the use of professional models for shots, and would seek to produce video and photographic content simultaneously.
- Email Marketing services would start in FY 2018 after the tourism program had an opportunity to build an email list of subscribers who would opt in.
- Website Redesign includes use of advertising and marketing promotions on social media, including Facebook, Instagram, YouTube videos and Snapchat.
- Digital services includes designing and producing animated banners and online ads.

Regarding Media Buys, Lynnette Braillard noted that both the Travel Oregon and Travel Portland ad-buys were due in January. She also stated that the exact ads to be purchased and for what issues would be determined by the various publications 2019 editorial calendars that have not yet been published. Mark Ottenad noted that the Marketing Plan budget and contract/addendum with Vertigo might not be approved by then, and that the existing tourism program budget had some reserve cushion that could be tapped if need be.

Emily Bryant Utz wondered about group-travel promotions aimed at this segment, which often make additional purchases at nearby visitor attractions as well as overnight lodging. Committee members noted that Canadian group travel had been quite extensive, but over the past two years has decreased as the value of the US dollar increased.

An issue was raised if City-purchased advertising could be augmented by funds contributed from tourism businesses, as well as match funds from DMO partners. Mark Ottenad summed up that the question appeared to be could tourism businesses jointly purchase ad space in conjunction with City that would promote or highlight those tourism businesses; he indicated that he would seek legal advice on this question.

Lynnette Braillard and Trev Naranche suggested that the *Visit Wilsonville* name be used for marketing promotions and website as indicated by the Tourism Development Strategy and that is more common in the travel and tourism industry. Mark Ottenad noted that *Explore Wilsonville* had been suggested by the Marketing Subcommittee and Chamber of Commerce as a name that would be more inviting to community members to use and find benefit with; Kevin Ferrasci O'Malley indicated that *Explore* would be a name that resonates better with the community than *Visit*, which would be interpreted as a site more visitors than for residents.

Lynnette Braillard and Trev Naranche presented additional tourism promotion expenditures that implement the Visitor Profile Study called in the FY17-18 One-/Five-Year Action/Implementation Plan. Lynnette Braillard indicated that an initial total estimated budget amount of \$60,000, composed of Visitor Profile Study Fee from RRC consultancy at \$35,000 plus incentive items/prize and Vertigo Marketing time for survey question input, oversight of the survey project and coordinating locations for intercept surveys). She expressed some concern over undertaking the study right away in early 2018 based on Vertigo's capacity given launch of the Marketing Plan. Mark Ottenad noted that the committee was positioned to request the use of prior unexpended funds from the tourism program via

the City's normal budgeting process that starts in March 2018 and concludes in June 2018. Therefore, the budget funds for the Visitor Profile Study would become available on July 1, 2018, and the study could be undertaken during the FY18-19 budget year. Committee members discussed that both summer and winter/off-season visitor surveys should be conducted to as to gain a better, more specific understanding of who is visiting the Wilsonville area when and why.

Lynnette Braillard pointed out that to be most effective that these kinds of visitor profile study surveys conduct a follow-up email/web survey, and that prizes composed of items donated by area tourism businesses help to increase the response rate. Members discussed that for both this project and to build an email list that tourism businesses could send an email to their lists that invites recipients to sign-up for more Wilsonville-area tourism information and enter for a chance to win tourism-related prizes, such as overnight stays and admission to attractions.

Lynnette Braillard and Trev Naranche presented on the Draft 2017 Marketing Playbook that provided additional written details on the goals and objectives of the overall marketing plan. During the discussion of the SWOT analysis, several committee members observed that a large new supply of overnight lodging rooms is coming onto the market over the next year-plus, and that this will tend to drive down both occupancy levels and overnight room rates, thereby leading to a potential decline in transient lodging tax being generated.

In discussing the campaign tagline for Pocket Trips, Sylke Neal-Finnegan noted that there could be some concern with the "Wilsonville... \_\_\_\_\_'s Back Pocket," in that WCVA has been using the phrase "Portland's backyard" for Tualatin Valley tourism marketing. Members discussed and thought that 'back pocket' and 'backyard' were distinguishable and not confusing.

Mark Ottenad summed up that he understood that the complete draft marketing plan would be relayed to the committee a week in advance of the Dec 12 meeting for review prior to the meeting. The primary focus for the Dec 12 meeting would be consideration and discussion of the final draft marketing plan that could result in adjustments. If the committee was able to endorse a recommendation of the plan to City Council, then City staff would seek to present to the City Council in January or February 2018 adoption of the Professional Services Agreement or addendum to the Vertigo Marketing contract that implements the marketing plan.

## **5. Adjourn**

The meeting ended at 3:10 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Tuesday, Dec. 12, 1-3 pm, at City Hall.

### **Attachments — Nov. 7, 2017, Meeting Materials Presented:**

- Proposed Tourism Promo Budget FY17-18 - FY18-19, DRAFT-1, Nov. 7, 2017
- Wilsonville 2017 Marketing Playbook DRAFT 1

Respectfully submitted by Mark Ottenad on Nov. 14, 2017.

**TOTAL BUDGET \$200,000 (18 Months - Through June 30, 2019)**

<b>DELIVERABLE</b>	<b>ORIGINAL BUDGET</b>
Website Retainer Services	\$ 19,000.00
Pocket Trips Visitor Guide (Creative Services, Printing, Digital Version)	\$ 24,000.00
PR Retainer Services	\$ 10,000.00
Social Media Retainer Services	\$ 36,000.00
Website Redesign	\$ 15,000.00
Design Services	\$ 10,000.00
Current Website Maintenance, Hosting, Adding Event Calendar Listings -- MediaPhysics (contract through June 30, 2018)	\$ 6,000.00
Photo & Video (4 shoots, photo purchases, travel, models, scouting and creative direction)	\$ 15,000.00
Email Marketing Services	\$ 3,000.00
Financial (Memberships (ODMO (annual contract), Subscriptions: STR (annual contract), Meltwater (annual contract)	\$ 14,360.00
Reserve/Contingency	\$ 7,500.00
<b>Media Buys (See Additional Sheet for Detail)</b>	<b>\$ 40,050.00</b>
<b>TOTAL</b>	<b>\$ 199,910.00</b>

**Addendum Items (ADD descriptions to each)**

Website Retainer Services (Hosting with CDN, Paid Plugins, Hack Alerts/Security, Maintenance, SSL certificate renewal, Content Creation/SEO work/SEO software/Campaign Landing Page, Design, Photos/Videos, Reporting, etc.)	
Website Redesign (custom development for plugins: enhanced event calendar, directory listings), graphics/design enhancements to match the new brand)	
Social Media Retainer Services (establish new channels @VisitWilsonville/Customize channels/Post 2x week/Strategic Social Media/Paid Social Media Ads with deep targeting and lead generation/reporting)	
PR Retainer Services (pitching, responding to requests, list building, monitoring, reporting, 4 releases with wire distribution, research/interviews)	
Professional Photo & Video Production Services (Pocket Trips)	
Email Marketing (design/development/content creation + list management) FY18/19	
Copywriting (website, pocket trips, ad creative, etc.)	
Design Services (digital ad design & development, print ad design & copywriting)	
<b>Social Media Contest (drive lead generation and awareness)</b>	<b>Prize Fees</b>
<b>Visitor Profile Study Fee from RRC + Incentive items/prize + our time (survey question input, oversight of the survey project, coordinating locations for intercept surveys)</b>	<b>60,000</b>
<b>Postage for visitor guide fulfillment + postage</b>	

**MEDIA BUYS****ORIGINAL BUDGET**

Travel Oregon	\$3,900.00
Travel Portland	\$4,500.00
Sunset (April Travel Planner Issue 2018)	\$2,250.00
Portland Monthly (April 2018)	\$2,000.00
AAA (May/June 2018)	\$3,900.00
Northwest Travel (May/June 2018)	\$1,750.00
Oregon Wine Press (July 2018)	\$1,750.00
Portland Monthly (August 2018)	\$2,000.00
Sunset (August Travel Planner Issue 2018)	\$2,250.00
Paid Digital Media (Paid social, Google Adwords, Travel Portland digital, Travel Oregon digital, sponsored article content)	\$13,500.00
Co-ops with regional partners	\$2,250.00
<b>SUBTOTAL</b>	<b>\$40,050.00</b>

**TOURISM DEV AND OPS CONSULTANT CONTRACT****ORIGINAL BUDGET**

Organizational Infrastructure Dev and Ops	\$5,000.00
Business Plan Dev and Implementation	\$5,000.00
Marketing Plan Dev and Implementation	\$18,750.00
Committee Administration of Tourism Promotion Committee	\$7,500.00
Tourism Assets Program Dev and Ops	\$9,375.00
Market Development	\$5,000.00
Contingency	\$7,500.00
<b>SUBTOTAL</b>	<b>\$58,125.00</b>

ISSUE	IMPRESSIONS	Ad Size	Ad Spec	Cost	Impressions	Materials Due	Notes
May/June: includes Small-Ship Discoveries	2,321,000	1_3SQ		3850	2,321,000	3/9/2017	PD 3/1/17
Sept/Oct: includes Elwha River	2,321,000	1_3SQ		3850	2,321,000	7/12/2017	
April: National Parks	2,693,000	1_3SQ		3220	2,693,000	2/23/2017	\$2737 PD 2/1/17
June: Spotlight on WA	2,693,000	1_3SQ		3220	2,693,000	4/22/2017	
August: National Parks	279,000	1_2		3259	279,000	6/16/2017	\$3132 for 1/2 pg + 50K digital (\$127 under budget)
Annual	937,500	1_3		6715	937,500	1/7/2017	PD 2/2/17
Annual	330,000	1_3		2895	330,000	12/9/2016	PD 2/2/17
Summer/Fall	990,000	1_3		4168	990,000	4/22/2017	
April: Pacific Northwest Travel Planner (Smart Travel)	884,450	4"		2240	884,450	2/9/2017	PD 3/1/17
Sept: Travel Planner (Coastal Getaways)	884,450	4"		2240	884,450	7/7/2017	
Annual	280,000	1_3SQ		2632.5	280,000	3/31/2017	PD 2/1/17
ferry, 2 terminals, Victoria airport	12,157,500			5592	12,157,500	repeat	Victoria Airport: 6.37M, MV Coho: 3.3M, Coho Terminal: 487,500, Victoria Vis Ctr: 2M PD 3/1/17
55' bus wrap				10000			PD 2/1/17
30'x15' balloon banner				incl			PD 2/1/17
Broadcast + Social Media				incl			PD 2/1/17
5.5'x10' outfield sign AND video on Jumbotron	62,000			3750	62,000		PD 2/1/17
	937,500			1460	937,500	1/7/2017	WAVG PD 3/1/17
Sent March 15, 2017	6,006				6,006		
				640			Scenic ByWay, etc \$640 remaining budget
Feb/March: premier issue (Romance)	143,499	full		1000	143,499	1/3/2017	\$1000 for back cover to all 1859 subscribers PD 3/1/17
Outdoors NW Spring Event Guide	164,000	1_4		300	164,000	3/20/2017	deduct from OPTC Co-op budget PD 4/14/17
Splash! Guide	3,600,000	3 col		175	3,600,000	4/28/2017	deduct from Reserve, 1.3M print + 2.3M digital - HAVE NOT REC'D INVOICE
WA State Ferries - full system	23,000,000			1956.15	23,000,000	5/26/2017	deduct from Reserve, 23M annual passengers, 15K roll-folds
June/July	143,499	full		0	143,499	repeat	freebie!
	32,680			5750			PD 2/08/17
Custom Dedicated Email Blast - February 22, 2017 Wink at a Wintry Sky	6,006						<a href="http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment">http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment</a>
Custom Dedicated Email Blast - September 27, 2017 - Fall Leaf Peeping is Poppin'	Asked for Report			1975			<a href="http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment">http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment</a>
Custom Dedicated Email Blast - October 18, 2017 - Wine down and swirl							<a href="http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment">http://enews.experiencewa.com.pluto.milesmedia.com/index.php?get_segment</a>
Wink at a Wintry Sky	533						
Rise & Shine with Seals	840						
Fall Leaves and Crabfest							
Harvest Wine Tour & Holiday							
				2000			
Facebook, Instagram	325,668			13500			current total spend \$4530.95 (6/7/17)
FB, Insta, Twitter	924,458						
	1,220,000						
	176,082						
	Asked for Report						
				1950			PD 3/1/17
Visitor centers, welcome centers, bulk requests	60,000						
Verbatim Postings	7,731,026						
Headlines	47,181,393						
<b>TOTAL IMPRESSIONS TO DATE</b>	<b>112,486,090</b>						

ad has been paid  
ad has been submitted  
ad submission coming up soon  
needs attention or updating



CITY OF WILSONVILLE  
2017 MARKETING PLAYBOOK  
DRAFT 1





## WHO IS VERTIGO?



**VERTIGO MARKETING** is a full-service innovative marketing agency dedicated to enhancing Wilsonville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.

1

## TABLE OF CONTENTS

Who is Vertigo? . . . . .	1
Table of Contents . . . . .	2
Tourism by the Numbers . . . . .	3
Vertigo's Compass . . . . .	5
Marketing Model . . . . .	6
Promoting Wilsonville. . . . .	7
Goals & Objectives . . . . .	8
SWOT Analysis . . . . .	10
How We Measure Success . . . . .	11
FY17/18 & 18/19 Marketing Plan . . . . .	12-13
Creative Brief . . . . .	14-16
Campaign Strategy . . . . .	17-18
Geography . . . . .	19
Appendix A - Mood Board . . . . .	21
Appendix B - Ad Campaign & Media Buys . . . . .	22-23
Appendix C - Branding & Style Guide . . . . .	24-25

**76 PERCENT**

VISITORS FROM OUT-OF-STATE ACCOUNT FOR 76% OF OVERNIGHT SPENDING WITH 64% OUT-OF-STATE AND 12% INTERNATIONAL

**\$10.8 BILLION**

SPENT BY VISITORS IN THE STATE OF OREGON LAST YEAR

**10-15**

NUMBER OF TIMES BEFORE SOMEONE NOTICES YOUR MESSAGE AND FOLLOWS YOUR CALL TO ACTION

**28.4 MILLION**

DEAN RUNYAN ESTIMATE OF ESTIMATED OVERNIGHT VISITORS LAST YEAR

**31:1**

ROI FOR DESTINATIONS THAT INVEST IN DESTINATION MARKETING AND PROMOTION

**\$11.3 BILLION**

AMOUNT TRAVELERS INJECTED INTO THE STATES ECONOMY LAST YEAR

**\$507 MILLION**

AMOUNT THE TRAVEL INDUSTRY GENERATED IN STATE AND LOCAL TAX REVENUE LAST YEAR

**109,000**

JOBS CREATED IN THE STATE OF OREGON FROM TOURISM LAST YEAR

**\$1 INTO \$237**

LONGWOODS AD ACCOUNTABILITY STUDY SHOWS THAT OREGON'S ADVERTISING GENERATES \$237 IN VISITOR SPENDING FOR EVERY \$1 INVESTED



### MISSION

Vertigo Marketing's mission is to enhance the economic vitality of the community by promoting Wilsonville as a year-round visitor and event destination by maximizing collaborative partnerships, efficiently activating lodging tax revenue into effective marketing programs, and cultivating an exceptional visitor experience.

### VISION

The vision is to provide the best delivery of tourism promotion services and information to Wilsonville visitors, to be the tourism marketing resource of choice for businesses in Wilsonville, and to establish sound financial management practices for public tourism tax dollars.

### PURPOSE

Visit Wilsonville is an economic development organization whose function is to create an effective mix of marketing programs which are designed to produce a positive economic impact of visitor spending and lodging occupancy in Wilsonville. Developing and implementing these programs results in enhancing the City's livability by providing year-round employment and attracting new business growth and relocation. Visit Wilsonville promotes the entire City and works in partnership with all sectors of Washington and Clackamas Counties, and Travel Oregon.

### VALUES

- Stewardship of Public Funds
- Optimum Trust and Relationship with the Citizens of Wilsonville, the City Staff, the Tourism Promotion Committee, and Wilsonville City Council
  - Innovation, Creativity and Excellence in All That We Do
  - Collaboration with Key Partners
  - Highest Level of Ethical Standards
- Reflect the Family-Friendly, Inclusive, and Welcoming Nature of the Community

## THE MARKETING MODEL (aka The Community Tourism Funnel)

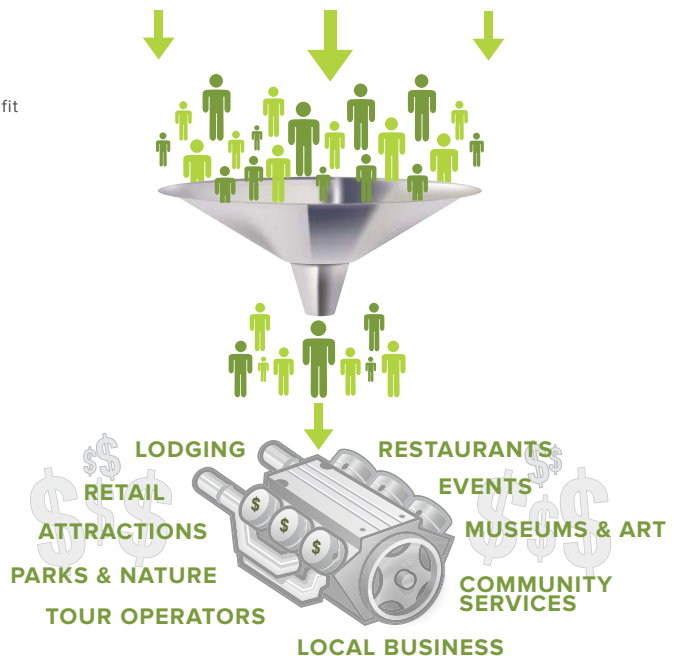
Virtually everything Vertigo Marketing does is designed to drive traffic to Wilsonville and [VISITWILSONVILLE.COM](http://VISITWILSONVILLE.COM). Vertigo's marketing model is founded on the fundamental strategy of generating customers through a comprehensive mix of **MARKETING** and **PUBLIC RELATIONS** programs, then driving those customers to [VISITWILSONVILLE.COM](http://VISITWILSONVILLE.COM) where they are connected to Wilsonville's tourism stakeholders.

As a non-membership, City funded tourism website, Visit Wilsonville offers **free listings** on [VISITWILSONVILLE.COM](http://VISITWILSONVILLE.COM) to tourism stakeholders to ensure transient room tax dollars benefit the entire tourism industry.

The premise is, we attract visitors to Wilsonville and provide opportunities for local businesses to convert those visitors to customers.

**VISITWILSONVILLE.COM** is the engine that converts marketing efforts to revenue for local businesses.

**RESPONSIVE WEBSITE • PRINT ADS • SOCIAL MEDIA • DIGITAL MARKETING • VISITOR GUIDE • PR • PHOTO/VIDEO**



**PRINT  
COLLATERAL**  
ADS | VISITOR GUIDE

**WEBSITE**  
VISITWILSONVILLE.COM

**REPORTING**  
OCCUPANCY  
ONLINE | SOCIAL | PR  
ACCOUNTING

**IMAGERY**  
PHOTOGRAPHY | VIDEO

**MARKETING  
STRATEGY**  
OFF-SEASON  
PROMOTIONS

**DISTRIBUTION**  
VISITOR GUIDE FULFILLMENT

**ADVERTISING**  
PRINT | DIGITAL | SOCIAL | SEO

**SOCIAL  
MEDIA**  
ENGAGEMENT & CHANNEL  
GROWTH

**EVENT  
PROMOTION**  
FESTIVALS | SPORTS  
CULTURAL | CONCERTS

**LEAD  
GENERATION**  
LIST BUILDING

**CREATIVE**  
COLLATERAL | BRANDING  
MARKETING

FY17/18 & 18/19 GOALS & OBJECTIVES

- Achieve growth in lodging tax revenue.
- Launch Visit Wilsonville's tourism advertising campaign.
- Develop a comprehensive media schedule to advertise the City and its events to potential visitors.
- Rebrand current site to enhance the visitor website experience and align with destination branding. Recommend using the URL [VisitWilsonville.com](http://VisitWilsonville.com).
- Position the City as a compelling tourist destination in the Willamette Valley.
- Work with community partners to increase visitor traffic during key events throughout the year.
- Increase visitor count during the shoulder and winter seasons.
- Work with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Grow meeting and convention business, and bleisure travel.
- Improve communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, and Travel Oregon.





## SWOT ANALYSIS

Wilsonville's **STRENGTHS, WEAKNESSES, OPPORTUNITIES,** and **THREATS.**

### STRENGTHS

- A nexus for outdoor activity, attractions and lifestyle
- Nature & outdoor recreation, history, heritage, art and culture
- Premier shopping nearby (Outlets, Bridgeport)
- Easy access and central location to Oregon's two largest cities: Portland and Salem
- Affordable lodging and hotels
- Agri-tourism opportunities (wineries, farms)
- Genuinely friendly community, safe, clean, modern
- Parks, trails, open spaces, urban amenities, rivers, close proximity to the Pacific Ocean and Mt. Hood
- Commercial attractions (World of Speed, Family Fun Center & Bullwinkle's) and regional events (equestrian, sports)
- Hilton Garden Inn opening (first 4-star hotel in Wilsonville)

### WEAKNESSES

- Low tourism volume during shoulder season (October - May)
- Not recognized as a tourist destination
- Lack of: a) multi-purpose facility for recreational and entertainment activities, b) large meeting space, c) a downtown core d) businesses with local flavor
- Lack of lodging inventory and luxury/resort style lodging options
- Difficulty converting business travelers into repeat leisure travelers
- I-5 / I-205 traffic congestion
- Unrecognizable I-5 strip city
- No visitor center or central kiosk for visitor information

### OPPORTUNITIES

- Increase tourism during shoulder season and winter months
- Enhance recreational amenities (facilities, trails, parks, agri-tourism)
- Town Center redevelopment, Pedestrian Bridge project
- Proximity: agri-tourism, wine country, I-5 and light rail access, Portland and Portland International Airport (PDX), Salem, Willamette River, the Pacific Ocean, Mt. Hood, etc.

### THREATS

- Downturn in national economy and consumer confidence
- Increase in regional marketing from competitive destinations

## HOW WE MEASURE SUCCESS

Vertigo Marketing uses several metrics to gauge the ebbs and flows of Wilsonville's tourism industry and to evaluate the effectiveness of the City's marketing efforts. When viewed cumulatively these metrics provide a reliable approximation of the health of the industry and the effectiveness of Vertigo's programs and services. **Listed below are the primary TOURISM METRICS Vertigo Marketing uses with a brief description of each.**

**TRANSIENT LODGING TAX (TLT)** TLT collections serve as the primary metric Wilsonville uses to measure the ebbs and flows of the its tourism industry. Due to the demand driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TLT collections provide a **BLENDED METRIC** of rate and occupancy that effectively approximates the overall demand for a destination's lodging inventory.

**CITYWIDE LODGING OCCUPANCY** Citywide lodging occupancy is the percentage of available lodging units occupied for a defined period of time. Smith Travel Research (STR) occupancy data is the industry standard used by most lodging companies, including Vertigo Marketing. Along with TLT data, citywide occupancy data helps Vertigo gauge the ebbs and flows of the City's tourism industry.

**WEBSITE TRAFFIC TO VISITWILSONVILLE.COM** Vertigo's marketing model is designed to drive potential visitors and leads to VisitWilsonville.com where they are converted to customers for local businesses. As a result, the volume of visitors to the Visit Wilsonville website is a key metric used to evaluate interest in our destination and the effectiveness of our marketing.

**REFERRAL TRAFFIC FROM VISITWILSONVILLE.COM TO STAKEHOLDER WEBSITES** VisitWilsonville.com is designed to convert Vertigo's marketing efforts to revenue for local businesses. Therefore, the volume of website referrals sent from VisitWilsonville.com to the websites of tourism stakeholders is a primary metric used to evaluate the effectiveness of Vertigo's marketing.

**LEAD GENERATION & LIST GROWTH** Direct marketing is key to driving awareness and visits to a destination. Vertigo is proposing several initiatives to start collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing.

**SOCIAL MEDIA ENGAGEMENT** Vertigo will rebrand and launch social media channels for Visit Wilsonville in order to build awareness of the tourism assets found within and outside of the city. Multiple social media channels allow us to monitor what is being said about Wilsonville—good or bad—and engage with not only potential visitors, but writers, bloggers and media for public relations opportunities.

**SURVEY COLLECTION** Survey information can be collected via the website and questions/quizzes posted on Facebook.

11

## FY17/18 & FY18/19 PLAN

Vertigo Marketing is firmly focused on achieving the goals and objectives reflected on page 8. The following **9 KEY STRATEGIES** provide a summary of Vertigo's primary efforts that will be employed to achieve those objectives. Each of these strategies and tactics will be initiated in 2017 and will continue to be executed and enhanced through the conclusion of fiscal year 2018/2019.

### # 1: DESTINATION BRAND MARKETING

Establish a compelling tourism strategy and brand for Wilsonville. Advertising the Wilsonville tourism experience through mass media represents Vertigo's largest expenditure & a primary driver of traffic to VisitWilsonville.com.

### # 2: CITYWIDE EVENTS, CONVENTIONS, AND CONFERENCES

Courting citywide events and groups is important to improve non-summer tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

### # 3: DIRECT MARKETING

Design a unique and engaging Visitor Guide for Wilsonville to fulfill website requests and distribute at various events and establishments. Create marketing messaging to specifically grow our opt-in database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. FY17-18 will focus on lead generation and list development. Consistent email marketing communications will begin in FY18/19.

### # 4: PUBLIC RELATIONS

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Visit Wilsonville will also launch it's own PR strategy and initiative which includes strategy, research, pitching, press release writing, and wire distribution.

### # 5: WEBSITE AND DIGITAL MARKETING

The VisitWilsonville.com website is the most important part of Vertigo's marketing mix. Ensuring Wilsonville tourism is supported by a robust and informative tourism website is Vertigo's most important job. Wilsonville's social media strategy, engagement, and search engine optimization (SEO), and search engine marketing (SEM) efforts extend and reinforce the Wilsonville campaign and brand.

### # 6: COMMUNITY PARTNERSHIPS

Establish marketing relationships with community partners and tourism stakeholders that will extend Wilsonville's marketing reach & validates the destination.

12



### # 7: TOURISM LEADERSHIP

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be a broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning.

### # 8: RESEARCH

IAI ocaAi rArpco gremoA &rocrs ogai unarkortl oguAnæomuh h tah oAæur&on rk a G&gl oAnuj Atl duAyv kktatuA rp,ræorgco grætrch kon I tr &ronææorb&rtW æAumucaWauñ cctcañ tær&bctAoccn romuAuh trnk ol orudh oAæoffugæyn

### # 7: TOURISM LEADERSHIP

s ogai urtcrfumbcoknuAn metol tAi roxrörroArortAæg Acd goAaftA Ant rih A i oh oAan rcaø' gk cetdnurdb&rtmfAkcyñTetrcñcñ AruAi utAi n n bA' I ogAi rdgugæprfugæorCtæprufWtrcuAl trron crl orm crs ogai u'crd gAogcyn

## CREATIVE BRIEF

### CLIENT: WILSONVILLE / CATEGORY: DESTINATION/TRAVEL

#### BRAND ESSENCE

##### Wilsonville is...

CoAæg rjn  
N æg rjn  
PgcaAoyñ  
S foy

#### UNIQUE SELLING PROPOSITION (USP) BENEFIT UNIQUE TO THE BRAND

- rv ffugæ &ro
- rF h trp&goAkrip
- rW rk &ron r&tko &ro
- rF gñ rFgpcæ
- rN ægpn rCbræbpg&me

- rMtAbæærcfguh rku' Aau' ArPugæ Ak
- rMtAbæærcfguh rñ tAomubAæg
- rMtAbæærcfguh rA æbg,retcaugm rñ Akh gkc,rd gkcn n r&gl og
- rMtAbæærcfguh rdgph togæuddtAi
- rMtAbæærcfguh rñ h trp&goAkripn æg rætuAc

#### tone of voice

FbAGul tAi ,røArti eæoAtAi ,n Akrox&b&og Aa

#### IMAGERY AND VISUALS

UAAtqbo,rdñr pfbri g detnrcñ Akrdæuæi g dep  
Eh de cñl omæAæg rnum æuAr&Gmu h h bAtm æorñ eogprWtrcuAl trroncñ Akæu' n mmæcct&rorñ on gpn  
ExnbgtuAcrñ tæstAææorCtæpn Akñuba(gpfogæurGoui g depñ dñuArPvGEr19)

**WHAT DO WE WANT PEOPLE TO THINK OR FEEL AFTER EXPERIENCING THE ADVERTISING?**

Curious / Informed / Captivated

**TARGET AUDIENCE & PERSONALITY**

Adapt to the travel desires and emerging trends of millennials, young families, dynamic empty-nesters and urban singles. The audience is “experience-hungry travelers”; they are active explorers seeking authentic experiences and one-of-a-kind memories for themselves and their families.

They want to spend more time in nature and green spaces whether splashing in a river, hiking along a trail, or golfing on a green. They want to bike through wine and farm country tasting fresh food and sipping wine along the way. They want to hunt for bargains at the Woodburn Outlets or stroll by some of Oregon's best stores at Bridgeport Village. Summers will inspire family time with putt-putt golf, a ride on a zipline, picnics in a park, outdoor movies, live music, and hot days spent running through a sprayground. Fall and winter days are best spent inside exploring a museum built for speed, battling it out in an interactive 3D movie experience, or opting for an old school game of Pac-Man at the Family Fun Center.

For them, travel is an act of curiosity and inspiration, time to reconnect and disconnect all at the same time, commune with nature and delight in the explorer’s mindset.

**MEDIA & EXECUTIONAL CONSIDERATIONS**

Website, Print, Paid and Organic Social Media, Digital Marketing, Search engine optimization (SEO)/Search engine marketing (SEM), Email Marketing, and Visitor Guide

**GEOTARGET MARKETS**

Oregon I-5 Corridor  
Bend  
Seattle/Tacoma

**COMPETITION**

Greater Portland Metro Area  
Willamette Valley wine country communities  
Oregon Coast

CREATIVE BRIEF/CAMPAIGN STRATEGY

**WILSONVILLE ASSETS**

Family Fun Center  
World of Speed Museum  
Golf  
Cycling  
Wineries  
Breweries  
Farmlandia Farm Loop  
Farmers Market  
Willamette River (boat, kayak, canoe)  
Shopping (Outlets & Bridgeport)  
Public Art Tour (bike or walk)  
Parks & Nature Trails  
Equestrian Events & Trails  
Sports Tournaments  
Water Features (splash park)  
Light Rail Access into Portland  
Champoeg State Park  
Walt Morey Park  
McMenamins Old Church & Pub  
Korean War Memorial  
International Dining  
Ice Age Tonquin Trail  
Off-Leash Dog Park  
Skate Park

Pioneer Cemeteries  
SMART Trolley Tours  
Aurora  
Antique Powerland Museum  
Swan Island Dahlias  
Wilsonville Festival of the Arts  
Wilsonville Brewfest  
Fun in the Park  
St. Paul Rodeo  
Aurora Colony Day  
Movies in the Park  
The Country Classic  
Wilsonville Rotary Concerts  
Clackamas County Fair & Rodeo  
Woodburn Tulip Festival  
Mud, Sweat & Beers Brewfest & Run (Woodburn)  
Tulip Trail Run (Woodburn)  
Dinners in the Field  
Friench Prairie Farm Fest  
Strawberry Social  
Kiwanis Kids Fun Run  
Thanksgiving in Wine Country Festival

**THE CHALLENGE**

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?

To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem.



### CAMPAIGN CONCEPT

Pocket Trips

### CAMPAIGN TAGLINE

Wilsonville ... \_\_\_\_\_'s Back Pocket

*Examples:*

*"Wilsonville ... Portland's Back Pocket"*

*"Wilsonville ... Willamette Valley Wine Country's Back Pocket"*

### AD COPY SAMPLE

WILSONVILLE, PORTLAND'S BACK POCKET

In 19-miles you could be ... feasting.

Every March, gastronomers flock to feast during Portland's Dining Month where three-course meals are a mere \$29. Settle in our pocket city for the weekend and save a bundle on lodging compared to Portland hotels.

ExploreWilsonville.com. Where visiting is easy & parking is free.

### POCKET TRIP SAMPLES

MID-CENTURY MEETINGS

**ALT HEADLINE: SPEED MEETINGS**

Book a different kind of meeting space in Wilsonville. A mid-century mod lounge and bar area is a refreshing surprise just upstairs from a world-class museum surrounded by things that go VROOM!

FARMLANDIA FARM LOOP

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class at Middleground Farms or sign up for an upcoming Dinners in the Field where you nosh on fresh seasonal food & Oregon wine.

17

## CAMPAIGN STRATEGY

### WHY THIS WORKS

Wilsonville has plenty of unique stories to tell - this is what the experience hungry traveler wants.

Not your ordinary visuals and a "pocket visitor guide" highlights why Wilsonville will be a preferred destination for eco-travelers, families, sports teams, meetings & business travel.

We will leverage highly searched vacation locales (like Portland or Willamette Valley) to gain exposure for Wilsonville on the web with our pocket trip articles.

# GEOGRAPHY



**WILSONVILLE**  
**OREGON**



## APPENDIX A – MOOD BOARD



## APPENDIX B – AD CAMPAIGN & MEDIA BUY CONSIDERATIONS

For Placement Only

Sample Print Ad

For Placement Only

Animated digital + video ads

## APPENDIX B – AD CAMPAIGN & MEDIA BUY CONSIDERATIONS

PUBLICATION	ISSUE/TIMING	2017/2018	SIZE	APPROX. COST
1859	monthly	●		
Alaska Airlines Magazine	monthly	●		
Clackamas County (Mt. Hood Territory)	annual - no advertising	●		
Via (AAA Magazine)	bi-monthly	●	1/3	\$3,900 ea.
Northwest Travel	bi-monthly	●	1/4	\$1,750 ea.
OnTrak (Amtrak Magazine)	quarterly	●		
Oregon Quarterly (U of O Alumni Magazine)	quarterly	●		
Oregon Wine County (Willamette Valley)	annual - no advertising	●		
Oregon Wine Press	monthly	●	1/4	\$1,750 ea.
Oregon Wine (Touring Guide)	annual - due mid Dec.	●	1/3	\$2,000 ea.
Oregonian	daily	●		
Portland Monthly	monthly	●	1/3	\$2,000 ea.
Sip Northwest	quarterly	●	1/3	\$1,250 ea.
Sunset Magazine	monthly	●	1/6	\$2,250 ea.
The Pearl	quarterly	●		
Travel Oregon	annual - due end Jan.	●	1/3	\$3,900 ea.
Travel Portland	annual - due mid March	●	1/3	\$4,500 ea.
TripAdvisor	digital	●		
Willamette Week	digital	●		
TravelOregon.com	digital	●		
TravelPortland.com	digital	●		
Google Adwords & Ad Network	digital	●		
Paid Social Media	digital	●		
(Facebook, Instagram, Twitter, Pinterest, etc.)				

- Recommend placing ad with publication
- NOT recommending placing ad with publication at this time
- Recommend placing ad with publication IF budget allows
- Digital Media Buy - can be placed at anytime

23

## APPENDIX C – CAMPAIGN BRANDING & STYLE GUIDE COMING SOON



**VERTIGO MARKETING**

63372 FREEDOM PLACE BEND, OR 97701

541.979.0094 | [VERTIGOMARKETING.COM](http://VERTIGOMARKETING.COM)

All rights reserved; reproduction in whole or in part is prohibited without written permission from Vertigo Marketing LLC. Copyright 2017-2018.

These materials contain unlicensed images and are meant for internal reference only. Vertigo Marketing has not obtained any rights from photographers or models depicted herein.